

WMC

ORDER



Flight Dates 10/06/12-10/12/12

Contract / Revision 833176 /

Original Date / Revision
10/05/12 10/05/12

Advertiser **Phillips, Flip**

Agency **Strategic Media Placement.**

Buying Contact **Whitney Eversole**
**7669 Stagers Loop
Delaware, OH 43015**

Product

PHILLIPS FOR SUPREME COURT (

Agency Com 15%

Billing Contact

**7669 Stagers Loop
Delaware, OH 43015**

Sales Office T-PHI

Sales Region National

Agency Ref

Order Sep 00:30:00

Estimate # **2829**

Alt Order # **6364985**

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candid

Product Codes PL685

Priority P 4

Advertiser Ref

Primary Account Executive

Jim Quinn

Account Executive	Order%	Start Date	End Date
Jim Quinn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
WBUY	%	
WHBQ	%	
WKNO	%	
WLMT	%	
WMAV	%	
WMCT	%	
WMCW	%	
WPTY	%	
WPXX	%	
WREG	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	27	\$9,031.25	\$10,625.00	0.00	10/01/12	10/12/12	27	\$9,031.25	\$10,625.00
Totals	27	\$9,031.25	\$10,625.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals													
														Spots	Amount												
N 1	WMC	10/08/12	10/12/12	Action News 5 @ 6a Action News 5 @ 6a	Comm	6-7a	MTWTF--	:30	5	\$350.00	P 4	0.00	NM	5	\$1,750.00												
<div>1</div> <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/08/12</td> <td>10/14/12</td> <td>MTWTF--</td> <td>5</td> <td>\$350.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/08/12	10/14/12	MTWTF--	5	\$350.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 10/08/12	10/14/12	MTWTF--	5	\$350.00	0.00																						
N 2	WMC	10/08/12	10/12/12	NBC Today Show NBC Today Show	Comm	7-9a	MTWTF--	:30	5	\$250.00	P 4	0.00	NM	5	\$1,250.00												
<div>2</div> <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/08/12</td> <td>10/14/12</td> <td>MTWTF--</td> <td>5</td> <td>\$250.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/08/12	10/14/12	MTWTF--	5	\$250.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 10/08/12	10/14/12	MTWTF--	5	\$250.00	0.00																						
N 3	WMC	10/06/12	10/06/12	Sat Action News 5 @ 5p Sat Action News 5 @ 5p	Comm	SAT 5-530p	-----S-	:30	1	\$350.00	P 3	0.00	NM	1	\$350.00												
<div>3</div>																											



Contract / Revision 833176 Flight Dates 10/06/12-10/12/12

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:30:00

Advertiser Phillips, Flip

Product **PHILLIPS FOR SUPREME C** Estimate # **2829**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WMC	10/06/12	10/06/12	Sat Action News 5 @ 5p Sat Action News 5 @ 5p	Comm	SAT 5-530p	-----S-	:30	1	\$350.00	P 3	0.00	NM	1	\$350.00
3		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S-		1		\$350.00		0.00					
N 4	WMC	10/07/12	10/07/12	Action News Sunday @ 8 Action News Sunday @ 8	Comm	SUN 8-9a	-----S	:30	1	\$225.00	P 3	0.00	NM	1	\$225.00
4		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S		1		\$225.00		0.00					
N 5	WMC	10/08/12	10/12/12	Action News 5 @ 5p M-F Action News 5 @ 5p	Comm	M-F 5-530p	MTWTF--	:30	5	\$400.00	P 4	0.00	NM	5	\$2,000.00
5		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	MTWTF--		5		\$400.00		0.00					
N 6	WMC	10/06/12	10/06/12	Sat Action News 5 @ 6p Sat Action News 5 @ 6p	Comm	SAT 6-630p	-----S-	:30	1	\$350.00	P 3	0.00	NM	1	\$350.00
7		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S-		1		\$350.00		0.00					
N 7	WMC	10/07/12	10/07/12	Sun Action News 5 @ 5p Sun Action News 5 @ 5p	Comm	SUN 5-530p	-----S	:30	1	\$200.00	P 4	0.00	NM	1	\$200.00
8		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S		1		\$200.00		0.00					
N 8	WMC	10/08/12	10/08/12	Wheel of Fortune M-F Wheel of Fortune	Comm	M-F 630-7p	M-----	:30	1	\$600.00	P 4	0.00	NM	1	\$600.00
9		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	M-----		1		\$600.00		0.00					
N 9	WMC	10/08/12	10/12/12	Late News M-F M-F Late News	Comm	M-F 10-1035p	MTWTF--	:30	5	\$600.00	P 4	0.00	NM	5	\$3,000.00
10		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	MTWTF--		5		\$600.00		0.00					
N 10	WMC	10/06/12	10/06/12	Late News Sa SAT Late News	Comm	SAT 10-1030p	-----S-	:30	1	\$400.00	P 4	0.00	NM	1	\$400.00
11		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S-		1		\$400.00		0.00					
N 11	WMC	10/07/12	10/07/12	Late News Following NFL Late News Following NFL	Comm	SUN 1030-11p	-----S	:30	1	\$500.00	P 4	0.00	NM	1	\$500.00
12		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S		1		\$500.00		0.00					
Totals														27	\$10,625.00

REP HEADLINE# 6364985
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-7233
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT5/12 12.11
*** WMC-TV ***

ADV # ADV. NAME POLI/F PHILLIPS/R/JUG/MS REP. # OFF. # SALESMAN #
AGY # AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME WHITNEY EVERSOLE
7669 STAGERS LOOP SALES PRSN PH- JIM QUINN
DELAWARE, OH 43015

ORDER # 833176 CONTRACT # 6364985 CLASS: NATL. LOCAL REGIONAL

PRDCT PHILLIPS FOR SUP CRT EST#2829 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT6/12 OCT12/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT5/12 12.11

REP: NEW POLITICAL ORDER
FD: 10/6 - 10/12
TTL: \$10,625
PLS CNF
THANKS
ANGELA

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
FLIP PHILLIPS FOR SUPREME COURT

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			600A-700A	30	4	\$350.00	10/8	10/12	5		M-F	5
PROGRAM : NEWS												
2			700A-900A	30	4	\$250.00	10/8	10/12	5		M-F	5
PROGRAM : NEWS												
3			500A-600A	30	3	\$350.00	10/6	10/6	1		SAT	1
PROGRAM : NEWS												

5-530P

10/5/12

REP HEADLINE# 6364985
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-7233
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT5/12 12.11
 *** WMC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			800A-900A	30	3	\$225.00	10/7	10/7	1		SUN	1
PROGRAM : NEWS												
5			500P-530P	30	4	\$400.00	10/8	10/12	5		M-F	5
PROGRAM : NEWS												
7			600P-630P	30	3	\$350.00	10/6	10/6	1		SAT	1
PROGRAM : NEWS												
8			500P-530P	30	4	\$200.00	10/7	10/7	1		SUN	1
PROGRAM : NEWS												
9			530P-700P	30	4	\$600.00	10/8	10/8	1		MON	1
PROGRAM : WHEEL OF FORTUNE												
10			1000P-1035P	30	4	\$600.00	10/8	10/12	5		M-F	5
PROGRAM : NEWS												
11			1000P-1030P	30	4	\$400.00	10/6	10/6	1		SAT	1
PROGRAM : NEWS												
12			1000P-1030P	30	4	\$500.00	10/7	10/7	1		SUN	1
PROGRAM : NEWS												
OCT/12 10625.00												
												CONTRACT TOTAL 10625.00
												TOTAL SPOTS 27

MARKET TOTALS \$27,960 WMC 38% WHBQ 23% WREG 38% WPTV 1% WMTW 0% WPKX 0%
 SVC- NSI
 DEMOS- RA35+*

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date
------------------------------	-------------

I, STRATEGIC MEDIA PLACEMENT,

being/on behalf of: RICHARD T. PHILLIPS - Paid for by Friends of Richard "Flip" Phillips, a legally

qualified candidate of the REPUBLICAN political

party for the office of: MISSISSIPPI SUPREME COURT JUSTICE - DISTRICT 3, POSITION 3

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Richard "Flip" Phillips - P.O. BOX 62, Batesville, MS. 38606

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:


This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/3/12

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



Political Inquiry Form

To: Station Political File
cc: Station Political Specialist
TeleRep Political File
TeleRep Office File

Date: 10/5/12

Account Executive: Jim Quinn Office: Philadelphia
Name of Candidate/ Richard "Flip" Phillips
Issue: _____
Political Affiliation: Republican
Election Date: 11/6/12 Type of Election: General
City, Station Municipality: WMC-TV 1960 Union Ave Memphis, Tennessee 38104
Office Sought: Mississippi Supreme Court - District 3, position 3
Issue Topic _____

Inquiry Made By: Whitney Eversole
Agency / Organization: Strategic Media Placement
Address: 7669 Stagers Loop Drive
Delaware, OH 43015
Telephone: 740-201-5530 Fax: 614-537-1390

Sponsoring Group / Committee: Friends of Richard "Flip" Phillips
Address: PO Box 62
Batesville, MS 38606
Telephone: _____ Fax: _____

Committee Members...Chairperson: _____
Treasurer: _____ Other: _____
Commercial Length: :30 ** :60 Other: _____

Programs / Dayparts Requested:
All

Station Offer: _____

Station Political Disclosure Statement:
Submitted to: Whitney Eversole Date: 9/7/12
Received by: Email



2012 POLITICAL GUIDELINES

ACKNOWLEDGEMENT

Advertiser has been advised that a variety of classes of time (preemptible and non-preemptible) and package options are available to advertisers at a variety of rates, and the purchaser has been furnished with all requested information concerning rates, discounts, preemptibility, clearance package plans, and opportunities for negotiation.

WMC-TV Acknowledgement of disclosure to candidate

Richard "Flip" Phillips
Printed Name of Candidate

MS SUPREME COURT - DISTRICT 3
Printed Title of Office Candidate is seeking

Email
How disclosure made available to Candidate
(fax, mail, in person, e-mail, etc.)

Phone Number of Candidate

Fax Number of Candidate

*WMC-TV adheres to all political rules and regulations
as dictated by the Federal Communications Commission
and the Federal Election Commission.*

DON FISHER
WMC-TV CHANNEL 5
1960 UNION AVENUE
MEMPHIS, TN 38104
TELEPHONE: 901.726.0470
TELEFACSIMILE: 901.276.6851

STRATEGIC MEDIA PLACEMENT
PHONE: 740-201-5500

BROADCAST AND CABLE TV TRAFFIC INSTRUCTIONS

date 10/4/2012
to Traffic Department
contact Kegan Beran - Whitney Eversole - Greg Phelps
CLIENT RE: MS SUPREME COURT FLIP PHILLIPS

FLIGHT DATES: 10/5/2012 - TFN

Spot Name	Spot #	Spot Length	Rotation
Flip	TVGENPHIL1201H	00:00:30	100%
Flip	TVGENPHIL1201	00:00:30	100%

BROADCAST AND CABLE TV

TV STATION/CABLE SYSTEM	DMA
3043	Memphis, TN
7569 CABLE ONE	Memphis, TN
7956 RIPLEY	Memphis, TN
8315	Memphis, TN
9059	Memphis, TN
9129	Memphis, TN
9624	MEMPHIS, TN
9935 ATAT	Memphis, TN
WHBQ	Memphis, TN
WLMT	Memphis, TN
WMC	Memphis, TN
WPTY	Memphis, TN
WREG	Memphis, TN